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As one of these prospective subscribers you will be interested to see the Table of Contents of our annual single-topic issue, That issue is devoted this year to Light. The unanticipated advent of the laser provides the occasion for this consideration of the pervasive role of visible radiant energy in science and civilization and in life itself. While the laser might have been invented it could not have been understood without contemporary appreciation of the dual wave-particle nature of light as one kind of matter.

If SCIENTIFIC AMERICAN is a magazine you want to receive regularly, please seize this opportunity to subscribe. Simply fill in the order form herewith and mail it back to us in the postpaid envelope. To be sure your subscription starts with the single-topic issue (published as usual in September), please get your order in the mail now. You will note that the order form also provides for the entry of gift subscriptions at our regular gift rates. These rates apply throughout the world.

> Cordially, Jerome G. Feldman

Jerome L. Feldman Circulation Manager

JLF:pf

ARTICLES

50

60

72

96

110

Volume 219

Number 3

LIGHT, by Gerald Feinberg An issue about light, with special reference to developments such as the laser. HOW LIGHT INTERACTS WITH MATTER, by Victor F. Weisskopf Resonances of atoms and molecules account for such colors as the blue of the sky. HOW LIGHT IS ANALYZED, by Pierre Connes Spectroscopy now exploits not only dispersian, as by a prism, but also interference. HOW IMAGES ARE FORMED, by F. Dow Smith Lasers and computers have advanced the art of making optical systems. HOW IMAGES ARE DETECTED by R. Clark Jones Photographic emulsions and electronic devices improve in some ways on the eye. LASER LICHT by Arthur I Schawlow

120	LASER LIGHT, by Arthur L. Schawlow
	It is more intense, directional, monochromatic and coherent than ordinary light.
140	APPLICATIONS OF LASER LIGHT, by Donald R. Herriott
	They are both prosaic and sophisticated, and the most important may be yet to

158	THE CHEMICAL EFFECTS OF LIGHT, by Gerald Oster
	The absorption of quanta elucidates reactions and manufactures chemicals.

174	HOW LIGHT	INTERACTS WITH LIVING MATTER, by Sterling B.
	Hendricks	Vision, photosynthesis and photoperiodism rely on pigments.

190	THE CONTROL	OF THE LUMINOUS ENVIRONMENT, by James
	Marston Fitch	The architect must make full use of artificial and natural light.

204	THE PROCESSES OF VISION, by Ulric Neisser	
	Eye and brain do much more with light images than record and store them.	

218

MATHEMATICAL GAMES

DEPARTMENTS

LETTERS

29	50 AND 100 YEARS AGO	232	THE AMATEUR SCIENTIST
41	THE AUTHORS	249	BOOKS
84	SCIENCE AND THE CITIZEN	272	BIBLIOGRAPHY
BOARD OF EDITORS	Gerard Piel (Publisher), Dennis Flanag Philip Morrison (Book Editor), Barbara Schwab, Jr., C. L. Stong, Joseph W September issue)	Lovett, John	Purcell, James T. Rogers, Armand
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1 40	It is more intense, directional, monoch	romatic an	d coherent than ordinary light.
140	APPLICATIONS OF LASER LIGHT They are both prosaic and sophisticate	•	
158	THE CHEMICAL EFFECTS OF LIG		
174	HOW LIGHT INTERACTS WITH I Hendricks Vision, photosynthesis		ATTER, by Sterling B. periodism rely on pigments.
190	THE CONTROL OF THE LUMINOU Marston Fitch The architect must		ONMENT, by James use of artificial and natural light.
204	THE PROCESSES OF VISION, by UEye and brain do much more with l		
	DEPARTMENTS		
8	LETTERS	218	MATHEMATICAL GAMES
29	50 AND 100 YEARS AGO	232	THE AMATEUR SCIENTIST
41	THE AUTHORS	249	BOOKS
84	SCIENCE AND THE CITIZEN	272	BIBLIOGRAPHY
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In future issues

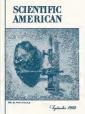
ASTROPHYSICS OF COSMIC RAYS by V. L. Ginzburg
AIR-BREATHING FISHES by Kjell Johansen
VISUAL ILLUSIONS by Richard L. Gregory
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CASTOR SEED AND CASTOR OIL by K. T. Achaya
LOBACHEVSKY IN MODERN PHYSICS by J. A. Smorodinsky
A NON-EUCLIDEAN GEOMETRICAL SYSTEM
HALF A CENTURY BEFORE EUCLID by Imre Toth
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CELL DIFFERENTIATION by J. B. Gordon

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SOVIET ECONOMIC GROWTH by Raymond P. Powell
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